At Simon Business School, a master’s degree is about more than a credential. It’s about a new level of clarity.

Unabashedly analytical. Intentionally collaborative. All the opportunities and encouragement you need to reflect, refine, and take risks. That’s how clarity takes shape at Simon. The result: You see sharper. And you can get to the heart of any problem.
BUSINESS RUNS ON BIG DATA. But business also needs people who can turn that data into fresh insights and smart strategy. That’s why Simon master’s degree programs are about much more than giving you an impressive technical toolkit. We want to open up big career possibilities for you.

You’ll be taught by professors who are transforming finance, economics, accounting, analytics, marketing, and pricing. You’ll learn how to see and communicate data differently. And you’ll graduate ready to frame more incisive questions, uncover patterns, and use data to persuade and inspire.

Do more with numbers than crunch them.
BUILD ON OUR STRENGTHS: Our program qualifies you to sit for the New York State CPA exam—but goes far beyond ordinary test preparation. Simon’s leadership in accounting, economics, and finance means you’ll be learning from some of the world’s best professors. You’ll gain deeper insights into what’s on the horizon for auditing, regulations, and financial analysis. In addition to your classwork, the Benet CMC offers co-curricular programming to support your career search.

MSA STUDY PLAN

- Applied Financial Statement Analysis with Data Analytics
- Auditing I & II
- Basic Business Law
- Basic Federal Income Tax Accounting
- Basic Federal Income Tax–Business Entities and Gift/Estate Taxes
- Core Statistics for MS Students Using R
- Financial Reporting I & II
- Managerial Accounting and Performance Measurement
- Positive Accounting Research Concepts and Empirical Analysis Tools
- Professional Communications
- Programming for Analytics
- Research into Professional Accounting Standards
- 1 Elective

MSA in Accountancy | A new level of clarity.

SIMON’S 2017 CPA PASS RATE WAS 26% HIGHER THAN THE NATIONAL AVERAGE

GLENN HUELS
Clinical Associate Professor of Accounting
Teaching interests: Introductory and advanced accounting, tax and business strategy
Experience: Vice President Tax for Bausch & Lomb

“I SHARE MY INDUSTRY EXPERIENCE WITH STUDENTS, THEY BRING A GLOBAL PERSPECTIVE to the material, and it’s a rich exchange all the way around.”

SAMPLE OF 2018 HIRING COMPANIES
- Accenture
- Bank of China
- BDO
- Changjiang Securities Company
- Deloitte
- EY
- KPMG
- Minsheng Securities
- PwC
- Shanghai Securities Co.

STEM DESIGNATION INTERNATIONAL STUDENTS CAN WORK IN THE US FOR UP TO 36 MONTHS ON A STUDENT VISA.
“WE TEACH CAREER SKILLS THAT WILL LAST A LIFETIME and prepare you to be a leader in the accounting world.”

HEIDI TRIBUNELL
Clinical Associate Professor of Accounting; Faculty Director of MS in Accountancy Program
Teaching interests: Introductory accounting, health care cost accounting
Experience: Auditor for two national firms; manager of financial reporting for two health care companies

THE SIMON MSA

“‘The Benet CMC put me in touch with specific companies—ExxonMobil was one they connected me with. THEY EXCEL AT FINDING GOOD JOBS AND HELPING YOU GET INTO YOUR DESIRED FIELD.”

SCOTT LITVIN ’19
MS in Accountancy
From: United States
Co-curricular: Master’s Advisory Council Representative, Admissions Committee Ambassador
Headed to: ExxonMobil, Controller
LEARN FROM THE BEST: Leading scholars teach our quantitatively rigorous program, and our Khani-de Silva Investment Lab lets you monitor and analyze real-time financial market data. In addition to Financial Times ranking Simon’s MS in Finance program in the top 10 in the US for five consecutive years, Simon faculty continue to make their mark as founders and editors of some of the world’s most highly acclaimed business publications, including the Journal of Financial Economics and the Journal of Monetary Economics. To complement your classwork, the Benet CMC offers co-curricular programming to support your career search.

MSF STUDY PLAN
Advanced Business Modeling and Analysis Using Spreadsheets
Applied Finance Project
Core Statistics with Python
Corporate Finance
Corporate Financial Accounting
Financial Statement Analysis
Fixed Income Securities
Foundations in Financial Economics
Investments
Options and Futures
Quantitative Finance with Python
Risk Management
Professional Communications
1 Elective

INTERNSHIP TRACK AVAILABLE

SAMPLE OF 2018 HIRING COMPANIES
Bank of China
BNP Paribas
Cathay Bank
CITIC Securities
Citigroup
Freddie Mac
GE Healthcare
Goldman Sachs
HSBC Bank USA
Macquarie Group

STEM DESIGNATION INTERNATIONAL STUDENTS CAN WORK IN THE US FOR UP TO 36 MONTHS ON A STUDENT VISA.
We want you to understand these ideas and use them in the real world.”

GREGORY BAUER
Associate Dean of Full-Time Programs; Rajesh Wadhawan Professor of Development Economics
Teaching interests:
Macroeconomics; international finance
Teaching Award Winner:
2010–14, 2016, 2018
PhD: University of Pennsylvania

“WITH SIMON’S GREAT HISTORY OF RESEARCH ACCOMPLISHMENTS IN FINANCE, the MSF program is a fantastic platform for candidates who are looking to further their education or transition from a different background.”

YIRU (CLINT) HUANG ’19
MS in Finance
From: China
Co-curriculars: Simon Finance & Investment Club; Meliora Fund
Headed to: Standard Chartered Bank, Summer Intern
MSMA

MS in Marketing Analytics | A new level of clarity.

YUFENG HUANG
Assistant Professor of Marketing
Research interests: Quantitative marketing, empirical industrial organization, consumer learning and search
PhD: Tilburg University

“OUR STUDENTS ARE GREAT AT USING THE LATEST SOFTWARE AND PROGRAMMING TO MAKE SENSE OF CONSUMER DATA. It’s a talent that definitely sets them apart in the job market.”

CONNECT WITH CONSUMERS: Every decision that drives the digital marketplace is rooted in data generated by the consumer journey. At Simon you’ll learn strategies to make you the go-to person for evidence-based information, insights, and answers. In addition to your classwork, the Benet CMC offers co-curricular programming to support your career search.

MSMA STUDY PLAN
- Advanced Business Modeling and Analysis Using Spreadsheets
- Analytics Design and Applications
- Core Statistics for MS Students Using R
- Economics and Marketing Strategy for MS Students
- Introduction to Business Analytics
- Marketing Analytics Project
- Predictive and Causal Analytics in R
- Pricing Policies
- Professional Communications
- Programming for Analytics
- 4 Electives

INTERNSHIP TRACK AVAILABLE

SAMPLE OF 2018 HIRING COMPANIES
- Bold Worldwide
- Daimler AG
- Gallup
- Google
- Kantar
- PayPal
- SIGMA Marketing Insights
- Thomson Reuters
- Wayfair
- Wyndham Destinations

STEM DESIGNATION INTERNATIONAL STUDENTS CAN WORK IN THE US FOR UP TO 36 MONTHS ON A STUDENT Visa.
“STUDENTS AT SIMON ARE GENUINELY EXCITED ABOUT LEARNING AND AREN’T AFRAID TO TACKLE REALISTIC, COMPLEX, AND MESSY PROBLEMS.

Working with them is very rewarding.”

ANDREA PINTO PAYARES ’19
MS in Marketing Analytics
From: Venezuela
Co-curriculars: Outdoor Adventure Club; Simon VISION Consulting
Headed to: Analytic Partners, Analyst Intern

“THE CURRICULUM WAS IMPORTANT TO ME BECAUSE I WANTED THE ANALYTICAL PART BUT I ALSO WANTED A PROGRAM THAT ADDRESSED THE HUMAN SIDE OF MARKETING. Simon married those two perfectly.”

MITCH LOVETT
Associate Professor of Marketing
Teaching Interests: Marketing research; advertising strategy; consumer behavior
PhD: Duke University
DON’T JUST GATHER DATA—MAXIMIZE IT. Our expertise in analytics, coupled with our economics-based curriculum, gives you the theories and practical frameworks to be a sought-after analyst. We provide training in Python, R, and Tableau to help you leverage the big-data insights that companies need. In addition to your classwork, the Benet CMC offers co-curricular programming to support your career search.

MSBA STUDY PLAN

Advanced Business Modeling and Analysis Using Spreadsheets
Advanced Predictive Analytics with Python
Analytics Design and Applications
Business Analytics Project
Core Statistics for MS Students Using R
Economics and Marketing Strategy for MS Students

Introduction to Business Analytics
Predictive and Causal Analytics in R
Professional Communications
Programming for Analytics
Social Media Analytics

1 Elective

IN ADDITION CHOOSE ONE OF THE FOLLOWING TRACKS:

Business Systems Track
Accounting Analytics for Forensics
Auditing II—Auditing and Information Systems

Pricing Track
Pricing Policies
Pricing Analytics
Risk Management Track
Introductory Finance for MS Students
Risk Management

RICKY ROET-GREEN
Assistant Professor of Operations Management and Computer Information Systems
Research interests: Operations management; service systems; game theory
PhD: Tel Aviv University

“WE TEACH OUR STUDENTS PROBLEM-SOLVING CONCEPTS that can be implemented anywhere they go.”

SAMPLE OF 2018 HIRING COMPANIES
Amazon
Constellation Brands
FedEx
GEICO
IBM
Johnson & Johnson
Nielsen
Nordstrom Rack
Overstock
Western Digital

STEM DESIGNATION INTERNATIONAL STUDENTS CAN WORK IN THE US FOR UP TO 36 MONTHS ON A STUDENT VISA.
HEAVY EMPHASIS ON APPLICATION.

Simon is committed to creating an inclusive community that helps its students succeed.

“We’re constantly changing our course materials to reflect the changing business environment. I bring my social media research into my class to give students experience with real-world situations.”

“I found this program particularly well-suited to my career pursuits due to its heavy emphasis on application.”

HUAJIA RUI
Associate Professor of Computer Information Systems

Research interests: Social media, health information technology, optimal contract design

PhD: University of Texas at Austin

RUOXI LIU ’19
MS in Business Analytics
From: China
Co-curriculars: Master’s Advisory Council; Simon School Venture Fund
Headed to: Media Storm, Data Analyst

The Simon MSBA
Your Simon master’s degree is also a degree from the University of Rochester, one of the world’s leading private research universities. UR is known for outstanding programs in the arts and sciences, engineering, medicine, and music, and has a long-standing focus on data science. Our motto, Meliora (“ever better”), expresses the university’s commitment to invention and innovation, fueled by hard work and imagination.

There are plenty of locations on and off campus, such as Glen Edith Coffee Roasters in the Neighborhood of the Arts, to work and collaborate on projects with teammates while taking in the sights of Rochester.
MINGYI CHEN ’16
MS in Finance
From: China
J.P. Morgan
Investment Banking Analyst

“My overall experience at Simon empowered me to reach higher and to seek those opportunities that seemed really distant to me when I was an undergraduate student, such as landing my dream job as an investment banking analyst at a world-class bank.”

WITH OVER 18,000 GRADUATES IN MORE THAN 80 COUNTRIES, SIMON’S ALUMNI NETWORK IS NEVER FAR AWAY.

"All businesses have data and they need to know how to analyze and understand that information. Simon gives you the power to do that.”

SHAWN HENDERSON ’17
MS in Accountancy
From: United States
KPMG LLP
Tax Associate

"Simon was an amazing return on investment – I got the best education for my dollar.”

"It’s great that what I am doing has really matched what I’ve learned. We learned a lot of R programming in Advanced Marketing Analytics, and the modeling was really helpful for what I am doing at Chico’s.”

CONNNECTED.

JEORGE MOLINA CHEA ’17
MS in Business Analytics
From: Mexico
JC Jones
Data Scientist

KE (COCO) ZHANG ’17
MS in Marketing Analytics
From: China
Chico’s
Analyst–Advanced Analytics

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From: China
Chico’s
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CONNNECTED.
WHERE WE GO.

MSA
MS IN ACCOUNTANCY

EMPLOYMENT RATE 6 MONTHS POST GRADUATION
93%

INTERNATIONAL GRADUATES HIRED
93%

DOMESTIC GRADUATES HIRED
100%

MEAN BASE SALARY FOR GRADUATES EMPLOYED IN NORTH AMERICA
$51,000

2017 CPA EXAM PASS RATE
61%

HIRING COMPANIES:
Accenture
Aurec LLC
Bank of America
Bank of China
Benchmark Education Company
BNP Paribas
BOC International
Castle Placement
Cathay Bank
Changjiang Financing Services
China CITIC Bank International
China Development Bank
China Foreign Exchange Trade Center
China Investment Corporation
CICC
Citco
Citigroup
Citi Orient Security
CITIC Securities
Conduent
Continental Properties
Corning
CreditEase
CRISIL Global Research & Analytics
CWP Energy
Deloitte
Deloitte China
Dermalogica
DongXing Securities
E-Trade
Eastmoney Securities
Elliott Investments Inc.
EY
Essence Securities
Everbright Securities
Financial Integrity
Resources Management
Fosun Group
FreedleMac
GE Healthcare
GMP Securities
Goldman Sachs & Co.
Griffinsteyn Asia Securities
Guosheng Securities
Haitong Securities
Hillhouse Capital
HSBC Bank
HSBC Qianhai Securities Limited
IBM
Intel Corporation
KN Food Industries PVT LTD
KPMG
Kroll Bond Rating Agency, Inc.
Lampert Debt Advisors
LD Capital
M&T Bank
Macquarie Group
Medtronic China
Midtown Partners & Co.
Mizuho Americas
Newbridge Securities Corporation
NexTier Companies LLC
Our Spark International Inc.
Pan Chem Corporation
Ping An Bank
Power Integrations
Predica Inc.
PwC
Quicken Loans
Remedy Partners
Search Fund Accelerator
Spino Inc
SS&C Technologies
SSENSE
Sunac China
Taikang Pension & Insurance
TD Bank
The Coca-Cola Company
The Wright Star LLC
Thermo Fisher Scientific
Tianfeng Securities
Trojan Law Offices
U.S. Bank
Under Armour Inc.
Vega Economics
Vibrer Healthcare
Wellington Management
Wells Fargo
Winning Capital
World Business Lenders
Wyndham Destinations

INTERNATIONAL GRADUATES HIRED
88%

DOMESTIC GRADUATES HIRED
100%

MEAN BASE SALARY FOR GRADUATES EMPLOYED IN NORTH AMERICA
$59,000

HIRING COMPANIES:
1 Squared Capital
Automation Finance
B&P
Bank of China
BDO
Bekert
Changjiang Securities Company
China Jinmao
Deloitte
EBA Investments
Ecolab
EOS Accountant LLP
EY
Greendyke Jenik & Associates
Guotai Venture Capital
KPMG
Lovepop Inc.
Minsheng Securities
Nestlé
PwC
Red Robin Investments LLC
Shanghai Securities Co.
Tencent
Tibco Software Inc.
Unicor
Unis LLC
Vanke
Webank
Western Digital

EMPLOYMENT RATE 6 MONTHS POST GRADUATION
90%

INTERNATIONAL GRADUATES HIRED
88%

DOMESTIC GRADUATES HIRED
100%

MEAN BASE SALARY FOR GRADUATES EMPLOYED IN NORTH AMERICA
$59,000

HIRING COMPANIES:
Accenture
Aurec LLC
Bank of America
Bank of China
Benchmark Education Company
BNP Paribas
BOC International
Castle Placement
Cathay Bank
Changjiang Financing Services
China CITIC Bank International
China Development Bank
China Foreign Exchange Trade Center
China Investment Corporation
CICC
Citco
Citigroup
Citi Orient Security
CITIC Securities
Conduent
Continental Properties
Corning
CreditEase
CRISIL Global Research & Analytics
CWP Energy
Deloitte
Deloitte China
Dermalogica
DongXing Securities
E-Trade
Eastmoney Securities
Elliott Investments Inc.
EY
Essence Securities
Everbright Securities
Financial Integrity
Resources Management
Fosun Group
FreedleMac
GE Healthcare
GMP Securities
Goldman Sachs & Co.
Griffinsteyn Asia Securities
Guosheng Securities
Haitong Securities
Hillhouse Capital
HSBC Bank
HSBC Qianhai Securities Limited
IBM
Intel Corporation
KN Food Industries PVT LTD
KPMG
Kroll Bond Rating Agency, Inc.
Lampert Debt Advisors
LD Capital
M&T Bank
Macquarie Group
Medtronic China
Midtown Partners & Co.
Mizuho Americas
Newbridge Securities Corporation
NexTier Companies LLC
Our Spark International Inc.
Pan Chem Corporation
Ping An Bank
Power Integrations
Predica Inc.
PwC
Quicken Loans
Remedy Partners
Search Fund Accelerator
Spino Inc
SS&C Technologies
SSENSE
Sunac China
Taikang Pension & Insurance
TD Bank
The Coca-Cola Company
The Wright Star LLC
Thermo Fisher Scientific
Tianfeng Securities
Trojan Law Offices
U.S. Bank
Under Armour Inc.
Vega Economics
Vibrer Healthcare
Wellington Management
Wells Fargo
Winning Capital
World Business Lenders
Wyndham Destinations
WHERE WE GO.

MSMA
MS IN MARKETING ANALYTICS

96% DOMESTIC GRADUATES HIRED
96% INTERNATIONAL GRADUATES HIRED

MEAN BASE SALARY FOR GRADUATES EMPLOYED IN NORTH AMERICA
$65,000

HIRING COMPANIES:
A.O. Smith Corporation
Ad Age
Analytic Partners
Bodhi Worldwide
ByteDance Inc.
Chico’s
Crimp.com
Daimler AG
Didi Technology
DJ.com (Jing Deng Group)
Google
Hearts & Science
INCIPIA
JD.com
JP Morgan Chase & Co.
Kantar
MediaMath
Meltan Group
NYC Ferry
PayPal
PHD Media Worldwide
Rolls-Royce Motor Cars
SIGMA Marketing Insights
Spark Foundry
Starcom Worldwide
The Kroger Co.
Thomson Reuters
Unilever
Warner Music
Wayfair
Wyndham Destinations

MSBA
MS IN BUSINESS ANALYTICS

94% EMPLOYMENT RATE 6 MONTHS POST GRADUATION
93% INTERNATIONAL GRADUATES HIRED
100% DOMESTIC GRADUATES HIRED

MEAN BASE SALARY FOR GRADUATES EMPLOYED IN NORTH AMERICA
$75,000

HIRING COMPANIES:
Abbott
Amazon
Argus Information & Advisory Services
Benchmark Education
China Pacific Insurance Company
Constellation Brands
eLogic
EY
Excelus BlueCross BlueShield
FedEx
GEICO
Goldstate Capital Fund Management Co. Ltd.
GroupM
Iprospect
IRI
JC Jones & Associates
Johnson & Johnson
Liepin
Memorial Sloan Kettering Cancer Center

Moody’s Analytics
MTH:McCann
MVP Health Care
Nielsen
Nordstrom Rack
Novantas
NRG Energy Inc.
Overstock
Pagadial
Paychex
Promediacal Consulting
Rebates Mi LLC
Sears
TEKsystems
Tencent Holdings Limited
Tibco
The Hertz Corporation
Tripping International Inc.
U51.com
WebBank
Welltok
GET TO KNOW US.
Questions about the program or what makes the most effective application? We’re ready to help you every step of the way.

Visit campus.
We hold tours Monday through Thursday. To schedule your visit, call us: (585) 275-3533.

Connect with us.
- Speak with an Admissions representative or current student
- Check your eligibility
- Attend a webinar
- Visit campus

(585) 275-3533
admissions@simon.rochester.edu

Apply now.
Finalize your application and receive our full consideration for admission and merit-based scholarship support.

Apply by January 5 to be considered for an invitation to Scholarship Weekend, where attendees compete for additional scholarships.

Simon welcomes applications on a rolling basis—we’re reviewing new submissions daily. Apply early in any round for a chance to receive your admissions decision ahead of schedule.

WHAT YOU’LL NEED
- Online application form
- Current résumé
- Essays
- Two professional references
- College transcripts
- GMAT or GRE
- TOEFL or IELTS
- $90 non-refundable application fee

simon.rochester.edu/apply

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<th>ROUND</th>
<th>DEADLINE</th>
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<tr>
<td>1</td>
<td>September 5–October 15</td>
<td>October 15</td>
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<tr>
<td>2</td>
<td>October 16–January 5</td>
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<td>3</td>
<td>January 6–February 15</td>
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<td>February 16–March 31</td>
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